

MARY KAY

OCTOBER 2021

applause[®]



**APPLAUSE
WORTHY!**

Don't miss the newest
episode of the Applause
podcast on Mary Kay[®]
Digital Showcase.



Holiday gifts

Holi-Yay! Gifts to Make Spirits Bright.

OCTOBER *Dates*

HOW-TO GUIDE

➕ TAP HERE

1

Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. CT.

1-13

MK5K® My Way. Support the *Mary Kay Foundation*™. Visit marykayfoundation.org for details.

3

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until 11:59 p.m. CT.

11

Columbus Day observed. Postal holiday.

17

Last day to enroll online for the Winter 2021 *Preferred Customer Program*™ mailing of *The Look*, including an exclusive sample (while supplies last).

26

Early ordering begins for Winter 2021 product promotion for all Independent Sales Directors.



28

Last day of the month for Independent Beauty Consultants to place telephone orders to count toward this month's production.

31

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's production.

Online Independent Beauty Consultant Agreements accepted until 11:59 p.m. CT.



[Download](#) a PDF of this issue.

[Share](#) this issue.



“

“The most successful person is that person who holds onto the old just as long as it's good, and grabs the new as soon as it's better.”

”

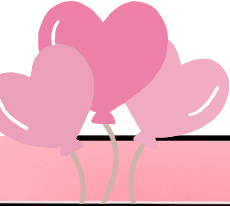
Mary Kay

HELPFUL NUMBER: Customer Success Center 800-272-9333

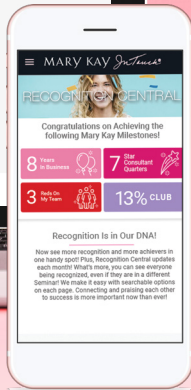
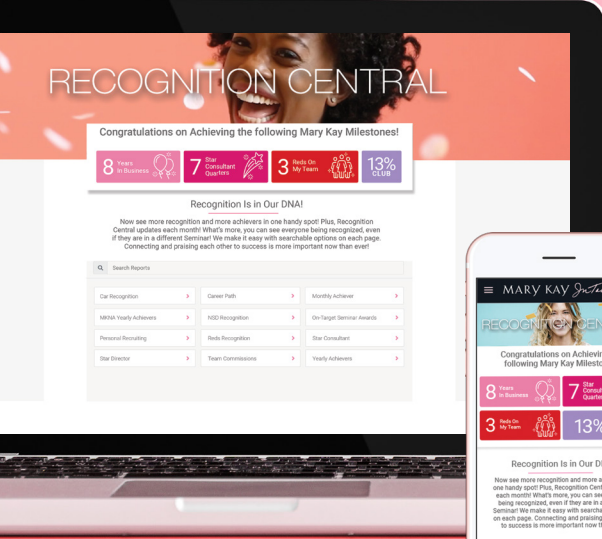
For questions regarding *Mary Kay*® product orders, *Mary Kay InTouch*®, special events, product information, etc.

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2021 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 75379-9045, Dallas, Texas 75379-9045, marykay.com.

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TRENDING *Now*



Recognition Central!

Let's celebrate! It's new; it's robust; it's timely; it's recognition like you've never seen before. You'll find most of the recognition you are used to seeing in *Applause*® magazine, with even more to come. And it has recognition opportunities for all independent sales force members. Plus, recognition earned the previous month is showcased the very next month. High fives all around!

It's easy to access from phone, tablet or computer. [Check it out!](#)

SAVE THE DATE!

MARY KAY® LEADERSHIP 2022

JAN. 16-19 IN ATLANTA, GA.

ALL SEMINARS

Georgia World Congress Center

REGISTRATION

Opens to all Independent Sales

Directors **Nov. 12.**

[Get details.](#)

SPECIAL-EDITION* MARY KAY® PINK CLAY MASK, \$18

Smooth on a creamy, floral-infused mask in Mary Kay's signature hue for 10 minutes of delightful, indulgent "me" time.

Makes a great holiday gift!

*Available while supplies last
Price is suggested retail



DANIELLE JIMENEZ,
INDEPENDENT BEAUTY
CONSULTANT

SPOOKY SALES IDEA!

Shout out to **Kristine Trow**, an Independent Sales Director who shared this post that shows how scary skin can look without *Mary Kay*® products!



Applause® Magazine Team:

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*Within *Applause*® magazine, you MAY periodically find articles which suggest building your business through referrals and/or by contacting potential guests for upcoming skin care parties or other events. Prior to contacting such individuals via telephone or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "SPAM" laws and regulations. For more information on this subject, you can go to the *Mary Kay InTouch*® website and click on "Tax and Legal" in the drop-down menu. When in doubt, Mary Kay Inc. recommends face-to-face contact as the best form of communication, which should help you avoid any issues with these types of regulations.



NEW! LIMITED-EDITION[†] MARY KAY® 12 DAYS OF FAVES, \$99

A curated collection of 12 favorite *Mary Kay*® products and samples, including skin care and color, organized in one brilliant box. Every fabulous item in this beautifully crafted box was specifically chosen because your customers love them, which make this gift so easy to give and receive!

THE GIFT THAT KEEPS ON GIVING

- It's thoughtfully designed to sell even beyond the holidays for any special occasion, any time of year.
- A great way for your customers to enjoy products they love and discover new favorites.
- A variety of top-selling products for product-lovers of any age.
- A reason to follow-up to find out about new favorites.

WHAT'S IN THE BOX?

SECTION 1 PRODUCTS

- *Mary Kay*® *Ultimate Mascara*™ in Black
- *Mary Kay Unlimited*® Lip Gloss in Sheer Illusion
- *Mary Kay*® Foundation Primer Sunscreen Broad Spectrum SPF 15*
- White Tea & Citrus *Satin Lips*® Shea Butter Balm
- *Mary Kay*® Eyeliner in MK Black
- *Mary Kay*® Liquid Eye Shadow in Light Beam
- *Clear Proof*® Deep-Cleansing Charcoal Mask

SECTION 2 SAMPLES

- *Mary Kay*® Hydrogel Eye Patches Sample, 1 pair
- *TimeWise Repair*® *Revealing Radiance*® Facial Peel Sample
- *Mary Kay Unlimited*® Lip Gloss Set Deluxe Mini
- *Mary Kay*® Oil-Free Eye Makeup Remover Deluxe Mini
- *TimeWise*® Microdermabrasion Plus Set Deluxe Mini

TOTAL SECTION 1 SUGGESTED RETAIL VALUE OF **\$113!**

All prices are suggested retail.

[†]Available while supplies last

*Over-the-counter drug product

EYES OF Wonder



Help her catch everyone's eye with fully fanned-out lashes and brows that wow!

REGULAR LINE

LASH LOVE FANORAMA® MASCARA, \$16

The three unique application zones on the brush coat, comb and perfectly place each lash. Its innovative design covers lashes in the iconic *Lash Love*® formula, while rows of the soft, silicone bristles push as much pigment-rich mascara into lashes as possible. Enjoy panoramic lash impact.



EYE-CATCHING ADD-ONS

LIMITED-EDITION*

MARY KAY®

EYELASH CURLER, \$12

This eyelash curler helps create an eye-opening effect. Soft silicone pads in this eyelash tool are designed to help protect against eyelash breakage. You can offer it co customers bundled with *Lash Love Fanorama*® Mascara for a fun holiday gift.



HELP IS HERE!

- Watch [Mascara 101](#) featuring **Mary Kay Global Beauty Ambassador Luis Casco** to learn how to build your mascara wardrobe.
- Share the [Pick Your Perfect Mascara Quiz](#) with your customers.
- Check out the [new mascara segment on Color Confident!](#)

WOW WITH AMAZING BROWS!

MARY KAY® VOLUMIZING BROW TINT, \$14 EACH

Features long-lasting color and microscopic fibers that cling to hairs to give all brows – thin, sparse, faded, over tweezed or flat – a visible boost. Available in Blonde, Dark Blonde, Brunette and Dark Brunette.

MARY KAY® PRECISION BROW LINER, \$14 EACH

Features a retractable, no-sharpening-needed microtip to line, define and fill in brows with hairlike precision. Available in Blonde, Dark Blonde, Brunette, Dark Brunette and Black Brown.



GIFT WITH PURCHASE†

This cozy pair is mint to be! Receive a **FREE* pair of festive socks** when you purchase the [Mint Bliss™ Energizing Lotion for Feet & Legs, \\$11](#). Revive tired soles with cooling mint, then wrap them up in fuzzy comfort. It's the perfect pampering gift!



ALL WRAPPED UP

LIMITED-EDITION* MARY KAY® GIFT BOX SET, \$6, PK./3

Set of three Mary Kay-branded gift boxes. Small, Medium and Large sizes to fit a variety of products. Set includes one of each:

- Small: 5.25" (L) x 2.5" (W) x 1.25" (H)
- Medium: 6" (L) x 4.5" (W) x 2" (H)
- Large: 8.125" (L) x 6" (W) x 3.25" (H)



All prices are suggested retail.

†Available while supplies last

*Available from participating Independent Beauty Consultants only and while supplies last

[FIND MORE HOLIDAY INSPIRATION!](#)



COUNT DOWN TO THE Holidays!

Are you ready to make the most of the busy holiday selling season? We've got great tips to help.



TOP 5 HOLIDAY PARTY TIPS

NATALIE REED, INDEPENDENT SENIOR SALES DIRECTOR, CLARKSVILLE, MD.

1 SCHEDULE PARTIES. Whether virtual or in person, start parties in early November and continue up until *Mary Kay Pink Weekend*™. If you wait until after, many will have already done their holiday shopping. Save December for last-minute gifts and stocking stuffers.

2 SEND INVITATIONS. Do this one to two weeks in advance. You can send emails or texts, social media invites or paper invitations. I also add a flier to my customers' orders.

3 OFFER GIFTS. If they RSVP, I give a gift I determine by the amount they spent last year. This can only be redeemed at the Open House.

4 PLAN AHEAD. If you don't have product on-hand, you can take orders and deliver later. The less product you have on-hand, the sooner you will want to schedule your party. Remember, during the holiday season, deliveries are slower, and new products sell out quickly.

5 FOLLOW UP. Don't depend on your invitations alone. Call your invitees a couple of days before to remind them and confirm.



Be sure to watch the [Holiday Selling & Team-Building video](#) featuring INDEPENDENT SENIOR SALES DIRECTORS **DANIELLE COUGHLAN** and **KARLA PLANTAN**.



The weekend after Thanksgiving is the hottest shopping weekend of the year. Encourage your customers to **shop pink** with you! They can:

- Enjoy personalized, Golden Rule customer service.
- Say goodbye to long lines and stressful encounters and hello to online shopping or personal delivery.
- Support a small business that empowers women.

FRIDAY, NOV. 26: Have fun turning Friday pink.

SATURDAY, NOV. 27: Encourage everyone to shop big with small businesses like yours!

MONDAY, NOV. 29: Celebrate Cyber Monday with special online offers.

MARY KAY PINK WEEKEND™ TIPS

COMMUNICATION IS KEY. Make sure your customers know you're open for business on *Mary Kay Pink Weekend*™, and be sure they know the dates.

SHARE! Use Mary Kay-branded customer *MKeCards*® plus email, social media, calls and texts to share what you're doing for *Mary Kay Pink Weekend*™, including any special pricing or incentives you plan to offer.

[Find all the resources.](#)

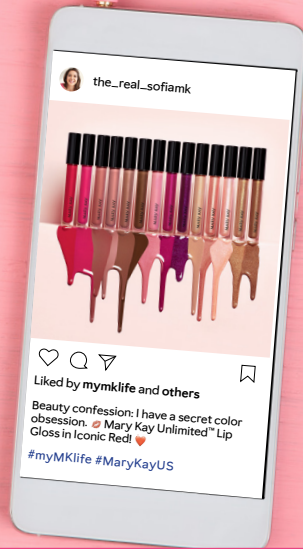
FOLLOW UP. Get the sales as well as new appointments and even referrals to keep the momentum going!

PLAN AHEAD AND SEND REMINDERS!



JAMIE TAYLOR, INDEPENDENT NATIONAL SALES DIRECTOR
"Mary Kay Pink Weekend™ is one of my biggest

selling times of the year. It is key to start communicating about it well in advance, and then use the week leading up to *Mary Kay Pink Weekend*™ to post about all *Mary Kay*® products in your private customer Facebook group. Encourage your customers to make wish lists before the sale drops! They are getting bombarded with emails and ads for Black Friday sales the whole month of November, so it's important that you tell them about your specials, and remind them multiple times so they really pay attention!"



POWERED BY pink

TAKE THE CHALLENGE!
JULY 1, 2021 – JUNE 30, 2022

OCT. 1-31: POWER UP YOUR SOCIAL GAME!

Grab the attention of your customers, hostesses and even potential team members, and **Power Up Your Social Game!** Mary Kay offers an uncanny array of [social media resources](#) to help you up your social game in a major way. And everyone is **Powered by Pink!**



These pink pearl earrings are yours when you **sell enough product to support placing a \$600* or more wholesale Section 1 order in October.**



POWERED BY PINK 6-MONTH FALL CONSISTENCY CHALLENGE

Earn these festive crystal-encrusted ball earrings when you achieve the *Powered by Pink* Challenge *each month* July 1 – Dec. 31, 2021.



POWERED BY PINK 12-MONTH YEARLONG CONSISTENCY CHALLENGE

Earn this beautiful necklace with a crystal-encrusted ball when you achieve the *Powered by Pink* Challenge *each month* July 1, 2021 – June 30, 2022. This necklace complements the earrings you can earn in the *Powered by Pink* 6-Month Fall Consistency Challenge!

GET ALL THE POWERED BY PINK DETAILS!

*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts will also count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your monthly prize inside your qualifying order. One prize per achiever each month. For consistency challenge prizes, you'll receive your prize inside your next product order (does not need to be a qualifying order) following the end of the challenge and month end. One prize per achiever for each consistency challenge.

New!

MARY KAY star consultant Program

Get rewards even more conveniently and customized to YOU!
The newly enhanced Star Consultant Program offers MORE:
more flexibility, more excitement and more prizes!

When you sell enough product to support placing \$1,800 in wholesale Section 1 orders each quarter, you are eligible to earn credits which you can choose to redeem for prizes now or save them to redeem **ANYTIME** during **ANY quarter**.

Visit the Rewards site to track your credits, make wish lists and create a Customized Goal Sheet. Filter by number of credits, particular category or specific brand. And be sure to visit the site often and check out new prizes added!

You deserve it all! So shoot for the stars, and celebrate your success with these exciting prizes!

QUARTER PERIODS

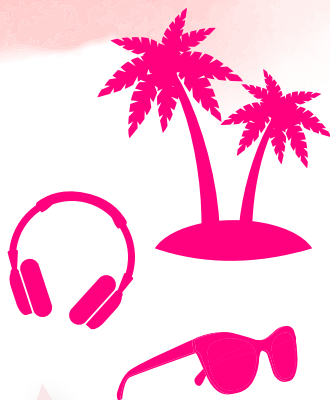
Quarter 2: Sept. 16, 2021 – Dec. 15, 2021

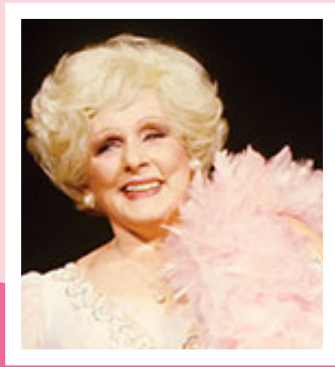
Quarter 3: Dec. 16, 2021 – March 15, 2022

Quarter 4: March 16, 2022 – June 15, 2022



**LEARN
MORE!**





“Belief in success is the
one basic and absolutely
essential ingredient
in successful people.
Believe you can succeed,
and you will.”
— Mary Kay Ash

There's a reason this magazine is called
Applause[®]. It's to celebrate **YOU!**

CHECK OUT ALL OF YOUR AMAZING ACHIEVEMENTS!

Go-Give[®] Award

Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping others unselfishly and supporting adoptees as much as unit members.



Ryen Battista



Moleda Dailey



MariaJose Torres



Lucy Bond

[Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!](#)

Go-Give[®] Award

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RUBY

Ryen Battista

Independent Sales Director

Began Mary Kay Business

April 2014

Sales Director Debut

February 2019

National Sales Director

Mary Kay National Area

Career Achievements: 23-times Star Consultant; two-times Sales Director Queen’s Court of Personal Sales; Queen’s Court of Sharing; Double Star Achievement

Personal: Lives in Tonawanda, N.Y. Daughter, Bianca.

“I am motivated to help others because I want everyone to reach their highest potential. I love paying it forward to others that have helped me in the past. Taking a few minutes out of your day can have such a huge impact on others’ lives in ways you can’t or won’t imagine.”

Testimonial: Independent Beauty Consultant Jennifer Hermann of Buffalo, N.Y., says, “Ryen is a tech wonder that shares her gift with everyone in the unit. She helped all of us with the transition to the social media way of selling. She loves to share her talents to help the rest of us succeed.”



MariaJose Torres



Lucy Bond

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

Go-Give[®] Award

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SAPPHIRE

Moleda Dailey

Independent Senior Sales Director

Began Mary Kay Business

August 1994

Sales Director Debut

August 1995

Offspring two first-line

National Sales Director

Mary Kay National Area

Career Achievements: nine-times Star Consultant; ;monthly **Go-Give[®] Award** winner, June 2006; 13-times Circle of Achievement; 11-times Circle of Excellence

Personal: Lives in Charleston, W.Va. Husband, Joe; sons: Brooks, Blake.

“I am motivated to help others because others have helped me. I am who I am today because of what others in Mary Kay have poured into me. I love the sisterhood of Mary Kay!”

Testimonial: Independent Senior Sales Director Petie Huffman of Fuquay Varina, N.C., says, “Moleda has blown us out of the water with workshops and call after call and Zoom after Zoom with helpful advice on how to work our businesses not only during challenging times, but for years to come! She is an excellent mentor, and I am very grateful for all her help!”



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Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

Go-Give[®] Award

Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.”

EMERALD

MariaJose Torres

Independent Future Executive Senior
Sales Director

Began Mary Kay Business

December 2013

Sales Director Debut

March 2015

Offspring three first-line

National Sales Director

Auri Hatheway



Career Achievements: 31-times Star Consultant; Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; two-times Circle of Achievement ; Double Star Achievement

Personal: Lives in Vega Alta, Puerto Rico. Husband, Milton.

"I am motivated to help others because I wholeheartedly believe the talents and blessings that I've received are gifts to put at the service of others."

Testimonial: Independent Beauty Consultant Marilyn Cruz of Bayamon, Puerto Rico, says, "MariaJose is a person given to service without expecting anything in return. Her dealings with other people are full of love and dedication. She has such a happy spirit that it infects others. Her dedication to the service of God is a very special and genuine one."

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

Go-Give[®] Award

Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” The award is given to best exemplify the Golden Rule.

DIAMOND

Lucy Bond

Independent Sales Director

Began Mary Kay Business

September 1997

Sales Director Debut

May 2000

National Sales Director

Mary Kay National Area



Career Achievements: 73-times Circle of Honor; two-times Consultant Queen's Court of Personal Sales; Circle of Achievement

Personal: Lives in Storm Lake, Iowa. Husband, Allen; sons: Emilio, Edmundo, Phillip; daughter, Monica.

"I am motivated to help others because I love seeing people realize their full potential and achieve personal development. Mary Kay changes the lives of women and their families from all walks of life. Thank you, Mary Kay, for changing my life!"

Testimonial: Independent Beauty Consultant Terry McDermid of Joplin, Mo., says, "Over the years, Lucy provides us with education, supports our adoptive sales directors in the area, and encourages us with Facebook posts, cards, emails, and prizes. Her heart for Mary Kay is very strong, and she always shows the Golden Rule service to us as her team members."

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Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

MAKING THE CONNECTION



Growing up in rural West Virginia, Darrian enjoyed an active childhood filled with sports, cheerleading, 4-H and discovering the simplicity of nature. Today she still loves the outdoors, including hiking and camping along the Ohio River that runs alongside her hometown of Point Pleasant, population 4,146.

“I grew up in a tight-knit community,” she says. “Family may leave for different reasons, but everyone comes back eventually.”

That’s just what Darrian did, when at 19, she headed off to Marshall University to study sociology with hopes of one day returning home to be a social worker. “I love to help others, so I thought that field would be a good fit. I didn’t realize it then, but today that desire to help others fits my Mary Kay business perfectly.”

LOST HER COMMUNITY

Once at college, those close connections she was accustomed to quickly vanished, and she found herself alone and secluded. She found a part-time job as a server at a local establishment. Once there, she met Carol Zuberer who was also an Independent Beauty Consultant (now Independent Senior Sales Director).“

“Carol invited me for a facial five times before I agreed,” muses Darrian. “She was persistent but not pushy. She shared the Mary Kay opportunity.

“What resonated was the chance to be surrounded by a community of girlfriends to support one another. I lacked that in my new surroundings.” So in October 2017 at age 19, she submitted her Independent Beauty Consultant Agreement. Darrian took an extra shift at work to help buy her *Mary Kay*® Starter Kit, and she was all in!

“I’m not one to do anything halfway. I’ve always been a hard worker,” she says. “I’ve heard others say that when they started, they didn’t know what they didn’t know, and that was me! I just started reaching out first to my close connections – my family and friends back home. I was excited, and my enthusiasm helped me sell products and share the business opportunity. I earned my first **Gold Medal** adding five team members within my first month.”

FAMILY MATTERS

In November, Darrian’s grandmother was diagnosed with stage 4 lung cancer. She died just a few weeks later on Dec. 3. “Her death hit me hard,” says Darrian. “I lost my drive for a while, but a few months later, I was encouraged to join a mission trip to Nicaragua before school started back. I had never been farther than a few hours away from home, let alone another country. I went, not knowing it would change my life.”

AN AWAKENING

Darrian says her experience in Nicaragua was what she needed to get herself back on course. “The time there helped me re-evaluate my priorities and my life,” she says. “I saw a vision of what I believe God had in store and the life changes that were required. Around the same time, I attended **Independent Senior National Sales Director Lynnea Tate’s** fall retreat, and everything came together. I felt an urge to lead and to move along the Mary Kay career path as an Independent Sales Director.

“Even though I had a strong work ethic, I lacked the confidence to lead until that point. Something inside told me it was the right thing to do and that I was capable.

“In May 2019, I entered DIQ. I challenged myself to do 30 faces in one day. That one event really helped me springboard – I set a new sales record for myself and got several new team members as a result. Mainly, it gave me a confidence boost, and I proved to myself that I can do anything I set out to do. From there, I posted sticky notes around my house to remind me of my goals. I had parties, met new faces and shared products and the business opportunity to everyone around me. I debuted as an Independent Sales Director in June 2020.

BUMP IN THE ROAD

“My Mary Kay business was going great when COVID-19 hit in March 2020. Almost overnight I had to adjust and work my business differently. At Mary Kay, we have a strong sisterhood and close connections who support one another by sharing ideas and best practices. That really helped me early on. And the Company also stepped up with programs like *Mary Kay*® eStart and virtual business education and resources.

“Right away I started working my business via Facebook parties and other web-based platforms. I wanted my customers to know that I was there for them, to show them some positivity in the uncertain times we were in, and I think they appreciated that attention and personal service.

“Today, I’m still working my business virtually for the most part. I have one-on-one facials if a customer prefers that. I am busy holding as many parties as I can book. Virtual parties are awesome because I can hold several within one evening, including those in other areas of the country. I still look for new faces within my close community of friends who I haven’t reached out to recently. I have unit members from Texas now because of working my business virtually. It’s allowed all of us to expand our Mary Kay businesses and reach new limits.

STRONG AND CONNECTED

Today, Darrian is a college graduate and back in Point Pleasant living her best life with her family; boyfriend, Wyatt; and her two other faithful companions – her dogs Bronx and Lady Belle. And in June 2021 at age 23, Darrian earned the use of a pink Cadillac.

“My unit inspires me to keep going and growing. I’ve met truly incredible women through Mary Kay. I’m grateful for my degree, and I know it has helped prepare me in my Mary Kay business. I think I understand people better and can work and not be judgmental. Through my social work education, I learned to give others a chance and not make assumptions. Today I can look at different life situations and visualize how to turn those into opportunities.”

Darrian’s goal is to see sales force leaders within her unit debut as Independent Sales Directors by Seminar 2022. “I’m focused on developing teams of teams like Mary Kay Ash asked us to do,” says Darrian.

“Since COVID-19, I have team members I haven’t even met in person yet. Today, our world is big, and we don’t use distance as an excuse of what anyone can accomplish. I want others to have the same opportunity – it’s more than selling lipstick. We can help women everywhere feel beautiful and confident.”

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Darrian Walker,
INDEPENDENT SALES DIRECTOR,
POINT PLEASANT, W.V.



IN THE SPIRIT OF GIVING, SHARE THE OPPORTUNITY!



Share the opportunity to help a go-getter like yourself start her own Mary Kay business.

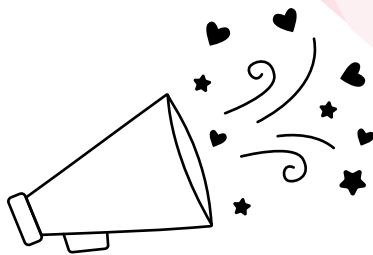
You can **touch** so many **lives!**

The hard worker looking to potentially earn extra income for the holidays.

That budding entrepreneur who likes her own flexibility. The brave heart who's ready to hit the refresh button. Look around, she's everywhere.

Your potential team members are more than ready to make the Mary Kay opportunity their own.

[GET GROWING!](#)



EXTENDED!

\$100 First-Time Red Bonus.

Through Dec. 31, 2021, all first-time Red achievers are eligible to earn a one-time* \$100 First-Time Red Bonus.

\$100 Red Team-Building Bonus.

Through Dec. 31, 2021, when an active** Independent Beauty Consultant through Independent Elite Executive Senior Sales Director adds a first-time Red (Star Team Builder, Team Leader or Elite Team Leader) to her personal team, she is eligible to earn a one-time \$100 Red Team-Building Bonus for each first-time Red!



THREE-FOOT RULE!

SUSANA A. SMITH,
INDEPENDENT SENIOR
SALES DIRECTOR,
COLUMBUS, OHIO

"I love Mary Kay's three-foot rule – when any woman comes within three feet, strike up a conversation. We've been through a life-changing period, and I'm mindful that a lot are lonely through the holidays. I would love to introduce them to the Mary Kay opportunity and welcome them into our sisterhood of women helping women and sharing the fun.

"The holidays are an extra special time to start a Mary Kay business. I remind my potential team members that they will see more people now because of holiday gatherings. And the best part of all is the discount they can get on their personal gifting"

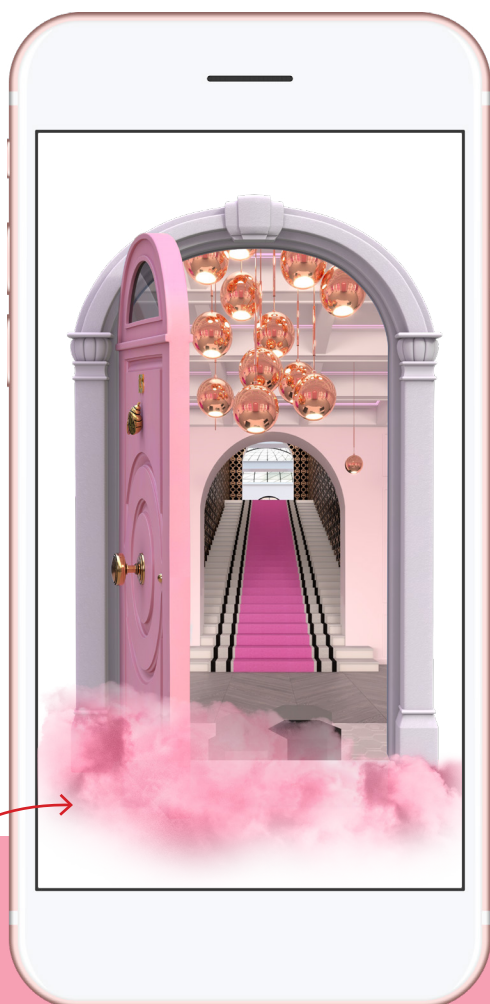
*The \$100 First-Time Red Bonus will only be paid the first time the bonus requirements are met.

**An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

To receive an award, an Independent Beauty Consultant must be in good standing with the Company at the time the award is presented.

Three Ways to **POWER UP** Your Digital Game!

Think of these resources as your digital BFFs. You're smarter and savvier, and you can also have fun working your Mary Kay business with them!

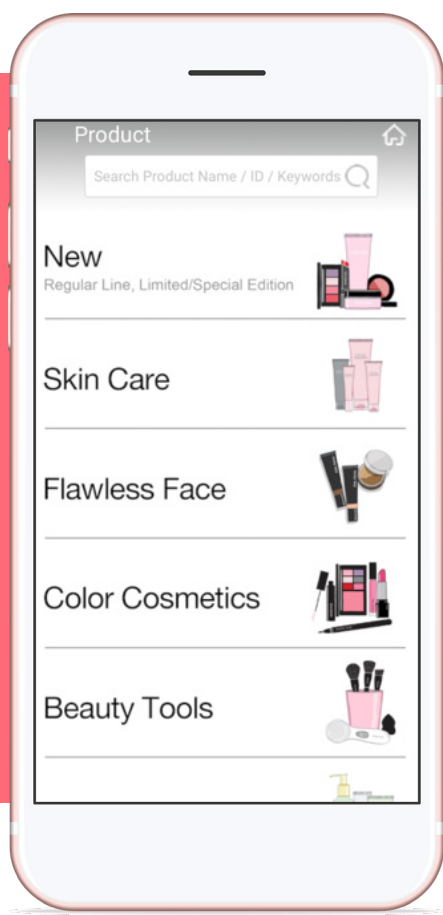


NEW! **SUITE 13**[™]

A Mary Kay-branded virtual experience.

First of its kind in the direct-selling industry! *Suite 13*[™] offers the perfect 3D backdrop to enhance your business's virtual options:

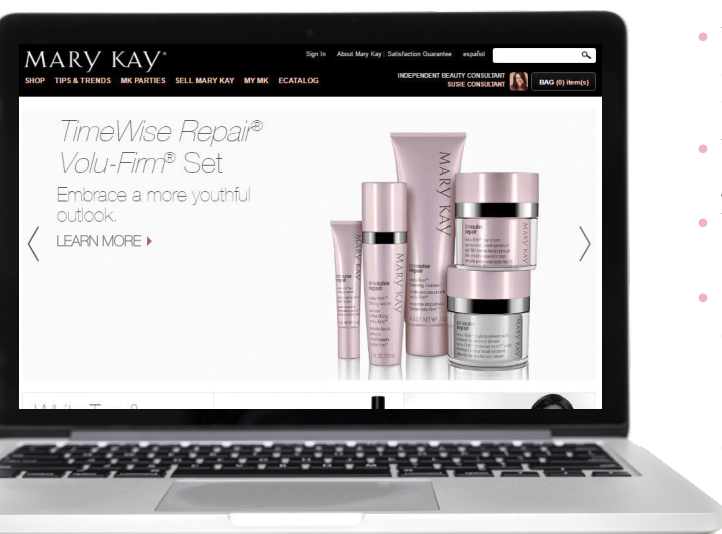
- **THROW A PARTY:** Your customers can discover fan-favorite *Mary Kay*[®] products, skin care collection features and highlights of Mary Kay heritage.
- **CLOSE THE PARTY:** Your customers can order straight from your *Mary Kay*[®] Personal Web Site.
- **BOOK AN APPOINTMENT:** Use targeted content to invite your potential customers.
- **[SUITE 13](#)[™] TOUR VIDEO:** Watch this video to learn how to navigate Suite 13 with ease and confidence!
- **[MAXIMIZING SUITE 13](#)[™] FOR YOUR MARY KAY BUSINESS VIDEO:** Watch this video to learn how to incorporate Suite 13[™] into your business to maximize sales!
- **[SUITE 13](#)[™] APPOINTMENT GUIDE:** Learn how you can conduct an appointment and close your sale using *Suite 13*[™]. Find the guide plus videos, social media tips, education, FAQs and more.
- **[SUITE 13](#)[™] TOUR MAP:** Learn where everything is in *Suite 13*[™] along with some suggested dialogues to go with them so you can give your customers and guests a great tour!



ENHANCED **MARY KAY**[®] ORDERING APP

- Search products by name, category or part number.
- Review order history and prep for reorders.
- Quickly access promotions, flash sales and more.
- Be alerted to important dates to place orders.
- Transfer your cart easily from the app to *Mary Kay InTouch*[®].
- Enjoy quarterly product updates and new offerings.
- **[Download](#)** the App on your smartphone to begin.

PUT THE **POWER OF PWS** TO WORK!



- Your customers can shop on your **Mary Kay**[®] **Personal Web Site (PWS)** 24/7!
- You can offer free samples and gifts with purchases.
- You can send product reorder reminders and *Beaut e News*[®].
- Potential new team members can find you using the Consultant Locator. A PWS is like your virtual business card. **[Get YOURS!](#)**



AMPLIFY YOUR AGE-FIGHTING.

Help your customers elevate their regimens with the clinically proven impact of this two-step set.

MARY KAY CLINICAL SOLUTIONS™ RETINOL 0.5 SET, \$120

Set includes *Clinical Solutions™ Retinol 0.5* and *Calm + Restore Facial Milk*. Also sold separately.



MARY KAY CLINICAL SOLUTIONS™ CALM + RESTORE FACIAL MILK

Clinically proven to calm irritated skin* and deliver instant hydration*, this nourishing facial milk is powered by four plant oils known for their soothing properties.

MARY KAY CLINICAL SOLUTIONS™ RETINOL 0.5

Powered by pure, high-concentration retinol, this nighttime serum takes the offensive against wrinkles, discoloration and loss of firmness. Retinol is the gold-standard ingredient dermatologists recommend for adults of every age, and it helps prevent signs of aging you can't see yet, while helping to reverse advanced visible signs of aging.



*Results based on two independent clinical studies in which women used the *Mary Kay Clinical Solutions™ Calm + Restore Facial Milk*

EIGHT WEEKS TO

Amazing!

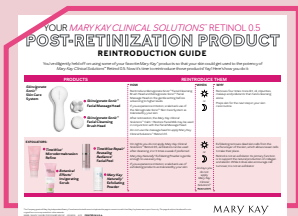
RETINIZATION

When using a high-concentration retinol product, it is important to gradually establish skin tolerance, also referred to as retinization, before advancing to more frequent usage. During the retinization process, Mary Kay recommends avoiding physical and chemical exfoliation products, acne products and products with high concentrations of vitamin C since they may contribute to temporary dryness or irritation.

POST-RETINIZATION

Have you introduced your customers to *Mary Kay Clinical Solutions™* and the benefits of using pure, potent retinol? Have they completed their eight-week retinization process? Once they finish, it's time to reintroduce their favorite *Mary Kay®* products back into their skin care routines.

[DOWNLOAD THESE GUIDES TO HELP.](#)



BE A SOCIAL MEDIA

Rockstar!



DID YOU KNOW?

An **informational message** is a social media post that expresses your love of *Mary Kay*® products and shares your opinions about your Mary Kay business. A **commercial message** offers to engage in business with someone. All hashtags can only be used in informational posts and not in commercial messages. The [Legal Key Education Series](#) explains how to use Mary Kay-branded hashtags and more.

GET MORE SOCIAL MEDIA TIPS!

Go to [Social Media Central](#) for tips and tricks to help you make your Mary Kay business stand out, including monthly Social Media Playbooks and Social Media Guidelines.